Amendments to the Claims:

Claims 1-25 and 27-32 are pending in the subject application. Claims 1-25 and 27-32 have been amended. All claims currently pending and under consideration in the above-identified application are shown below. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A computing device associated with a service provider, wherein the computing device facilitates providing a computer implemented system that enhances paid inclusion listings, the computing device comprising:

a system bus;

a communication connection coupled to the system bus, the communication connection connecting a network interface to the system bus, wherein a remote computer associated with a paid inclusion customer is connected to the computing device associated with the service provider via the network interface;

a processor ~~communicatively~~ coupled to the system bus; and

a system memory coupled to the system bus, the system memory having stored thereon computer-executable instructions that, when executed by the processor, cause the computing device to implement a plurality of components, the plurality of components comprising: ~~configured to implement the paid inclusion listing enhancement system including:~~

a selection component that allows [[a]] the paid inclusion customer to select one or more enhancements related to a paid inclusion listing; and

an enhancement controller component that controls a plurality of enhancements related to the [[a]] paid inclusion listing, the enhancement controller component interfacing with the paid inclusion customer to facilitate optimizing enhancement selection based in part upon at least one of the following: listing performance, historical data, customer preference, or user feedback; and

a listing control component that controls operation of the enhancement controller component, wherein the listing control component analyzes input from a user and input from the paid inclusion customer to further optimize a value of the paid inclusion listing, and further wherein the listing control component assigns weights to the user and to the paid inclusion customer to optimize the value of the paid inclusion listing.

2. (Currently Amended) The device system of claim 1, further comprising a display component operatively connected to the enhancement controller component for rendering one or more search results on a display device connected to a remote computer associated with the user, the search results comprising at least one enhanced listing.

3. (Currently Amended) The device of claim 2 system of claim 1, wherein the display component renders the one or more search results on the display device based on display constraints associated with the display device selection component is at least one of a pointing device, a stylus, a keyboard, a mouse, a joystick, or a touchpad.

4. (Currently Amended) The <u>device</u> ~~system~~ of claim 1, the one or more enhancements comprising at least one of the following:

<u>a</u> bolded <u>appearance of the</u> listing;

addition of a background to <u>the</u> listing;

alternative color of <u>the</u> listing;

addition of icon to <u>the</u> listing;

addition of "preferred listing" text to <u>the</u> listing;

addition of thumbnail to <u>the</u> listing;

at least partial animation of <u>the</u> listing;

alternative font type of <u>the</u> listing;

alternative font size of <u>the</u> listing;

stylized font of <u>the</u> listing;

play of sound when hovering over <u>the</u> listing; or

preferred location on display of <u>the</u> listing.

5. (Currently Amended) The <u>device</u> ~~system~~ of claim 4, <u>wherein</u> the one or more enhancements are visible <u>to the user</u> when <u>the user</u> hover~~ing~~ <u>a mouse cursor</u> over the respective listing.

6. (Currently Amended) The <u>device of claim 1</u> ~~system of claim 4~~, <u>wherein the listing control component utilizes artificial intelligence to determine the weights to assign to the user and the paid inclusion customer</u> ~~at least a portion of the listing is bolded~~.

7.   (Currently Amended) The <u>device of claim 1</u> ~~system of claim 4~~, <u>wherein at</u> <u>least one of the one or more selected enhancements expires after a period of time, the period of</u> <u>time being specified by the service provider</u> ~~the alternative color of the listing is different from a~~ ~~standard color of the listings~~.

8.   (Currently Amended) The <u>device of claim 1</u> ~~system of claim 4~~, <u>wherein</u> <u>the enhancement controller component further optimizes one or more display attributes to</u> <u>facilitate increased user interaction</u> ~~the alternative color is based at least in part upon user~~ ~~preferences~~.

9.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, <u>wherein</u> the one or more enhancements do not influence determining whether enhanced listings are relevant to <u>a</u> search query, thereby retaining ordering rights to keep listings relevant and meaningful to users.

10.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, <u>wherein</u> the one or more enhancements facilitate differentiating enhanced listings from other <u>search results</u> ~~listings~~ on a search results display.

11.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, further comprising one or more enhancement components which are controlled by the enhancement controller component and which correspond to a plurality of enhancements available to the paid inclusion customer.

12.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, the user feedback comprising at least one of user hardcoded preferences and user behavior that facilitates customizing a manner in which the user views the listings.

13.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, further comprising a reporting component that provides reports comprising at least one of listing performance data, user feedback, historical data, or comparisons ~~to~~ <u>of</u> historical data to the paid inclusion customer to facilitate optimizing revenues.

14.   (Currently Amended) The <u>device</u> ~~system~~ of claim 1, <u>wherein</u> the enhancement controller component temporarily hides or suppresses one or more enhancements based at least in part upon user preferences.

15.   (Currently Amended) A <u>computing device associated with a service provider, wherein the computing device facilitates providing a</u> system that facilitates enhancing paid inclusion listings without adversely affecting ordering rights of the listings<u>, the computing device</u> comprising:

<u>a system bus;</u>

<u>a communication connection coupled to the system bus, the communication connection connecting a network interface to the system bus, wherein a remote computer associated with a paid inclusion customer is connected to the computing device associated with the service provider via the network interface;</u>

a processor ~~communicatively~~ coupled to <u>the system bus; and</u>

a <u>system</u> memory <u>coupled to the system bus, the system memory</u> having stored thereon computer<u>-</u>executable instructions <u>that, when executed by the processor, cause the computing device to provide a plurality of components, the</u>

plurality of components comprising: ~~configured to implement the paid inclusion listing enhancement system including~~ :

>one or more enhancement components that correspond to one or more enhancement options related to a paid inclusion listing;

>a listing control component that controls the one or more enhancement components;

>a first input component that provides the listing control component with a paid inclusion customer's enhancement selections; and

>a second input component that provides the listing control component with user preferences, whereby the listing control component balances the paid inclusion customer's enhancement selections with user preferences to optimize listing performance with regard to enhancing the paid inclusion listing as presented to the user, wherein the listing control component utilizes artificial intelligence to assign one or more weights to the user and to assign one or more weights to the paid inclusion customer.

16.   (Currently Amended) The device ~~system~~ of claim 15, the plurality of components further comprising:

>a monitoring component that monitors at least one of user behavior and user responses to the paid inclusion listing ~~listings with or without enhancements~~ to facilitate assessing implicit user preferences; and

a reporting component that provides reports to ~~respective~~ the paid inclusion customer[[s]] regarding ~~their respective listings~~ the paid inclusion listing and performance thereof.

17.   (Currently Amended) The device ~~system~~ of claim 16, wherein at least one of the reports includes an enhancement component matrix for facilitating enhancement selection by the paid inclusion customer ~~the monitoring component operatively connected to the listing control component to facilitate balancing the customer's enhancement selections with implicit user preferences~~.

18.   (Currently Amended) The device ~~system~~ of claim 17, wherein the enhancement component matrix includes a plurality of rows, each of the plurality of rows corresponding to a paid inclusion listing, and a plurality of columns, each of the plurality of columns corresponding to an enhancement option ~~the listing control component stores user preferences including implicit user preferences and hard-coded preferences in one or more databases~~.

19.   (Currently Amended) The device of claim 16 ~~system of claim 15~~, wherein at least one of the reports indicates a display limitation associated with a user, wherein the display limitation includes the type of machine operated by the user ~~the listing control component modifies one or more enhanced listings based at least in part upon a user's respective preferences on a per user basis~~.

20. (Currently Amended) The device ~~system~~ of claim 15, wherein the listing control component generates a plurality of parallel listings wherein at least a subset of the plurality of parallel listings have respectively different enhancements to assist the paid inclusion customer in optimizing listing performance and revenues.

21. (Currently Amended) ~~A method that facilitates~~ One or more computer storage media having computer-executable instructions embodied thereon for performing a method of facilitating aesthetically improving paid inclusion listings while maintaining ordering rights, the method comprising:

~~employing a processor executing computer-executable instructions stored on a computer-readable storage medium to implement the following acts:~~

receiving a search request from a user, wherein the user provides the search request by utilizing a computing device having an associated display device;

~~providing~~ identifying a plurality of search results that are relevant to the search request, wherein the plurality of search results includes ~~listings including~~ at least one paid inclusion listing ~~to an end user~~;

determining the type of display device associated with the user's computing device, thereby identifying display constraints associated with the user's display device;

retrieving user preferences from a database;

modifying the at least one paid inclusion listing ~~a subset of the plurality of listings~~ according to one or more paid inclusion customer selected enhancement options; and

rendering the plurality of <u>search results</u> <s>listings</s> <u>for display on the user's display device</u> based in part upon <u>the display constraints associated with the user's display device,</u> <s>at least one of</s> the one or more paid inclusion customer selected enhancement options<u>,</u> and <u>the</u> end user preferences.

22.   (Currently Amended) The <u>media</u> <s>method</s> of claim 21, further comprising reporting performance of <u>the at least one paid inclusion listing</u> <s>at least a subset of the plurality of rendered listings</s> to <s>respective</s> <u>the</u> paid inclusion customer[[s]] to facilitate optimizing listing performance and revenues.

23.   (Currently Amended) The <u>media</u> <s>method</s> of claim 21, <u>wherein modifying the at least one paid inclusion listing includes balancing user preferences and paid inclusion customer preferences to optimize a value of the at least one paid inclusion listing with respect to both the user and the paid inclusion customer</u> <s>further comprising modifying at least a subset of the plurality of listings according to user preferences</s>.

24.   (Currently Amended) The <u>media</u> <s>method</s> of claim 23, wherein <u>balancing user preferences and paid inclusion customer preferences includes assigning one or more weights to each of the user and the paid inclusion customer</u> <s>modifying at least a subset of the plurality of listings according to user preferences overrides one or more selected enhancement options</s>.

25.   (Currently Amended) The <u>media of claim 24</u> <s>method of claim 23</s>, <u>wherein the one or more weights are determined by utilizing artificial intelligence</u> <s>wherein modifying at least a subset of the plurality of listings according to user preferences personalizes one or more selected enhancement options to respective users</s>.

26.   (Canceled)

27.   (Currently Amended) The ~~media~~ method of claim 21, the one or more selected enhancement options comprising at least one of:

bolding at least a portion of listing;

adding a background to at least a portion of listing;

changing text color of listing to an alternative color different from a standard listing color;

altering text font of listing to be different from a standard listing font;

increasing font size of listing greater than standard listing font size;

animating at least a portion of listing;

dynamically replacing at least a portion of listing with at least one search term;

adding a thumbnail to the listing corresponding to some content of the listing;

replacing listing text with a thumbnail that is representative of the content in the listing;

adding an icon to the listing that indicates a preferred status of the listing; or

positioning the listing apart from other listings while retaining ordering rights based on relevance of listing with respect to search query.

28.   (Currently Amended) The media ~~method~~ of claim 21, <u>further comprising</u> globally applying the one or more enhancements to <u>a plurality of paid inclusion listings based on a consensus of behaviors associated with users in a particular service area</u> ~~at least a subset of the plurality of listings~~.

29.   (Currently Amended) The media ~~method~~ of claim 21, <u>wherein</u> the one or more enhancements are sensitive to ~~at least one of~~ cultural, time zone, and regional differences to mitigate offensive listings.

30.   (Currently Amended) The media ~~method~~ of claim 21, further comprising hovering a pointing device over <u>the</u> rendered enhanced listing to visualize enhancement.

31.   (Currently Amended) ~~A method that facilitates~~ <u>One or more computer storage media having computer-executable instructions embodied thereon for performing a method of facilitating</u> optimizing enhanced listing performance<u>, the method</u> comprising:

~~employing a processor executing computer-executable instructions stored on a computer-readable storage medium to implement the following acts:~~

<u>generating an enhancement component matrix, wherein the enhancement component matrix includes a plurality of rows, each of the plurality of rows corresponding to a paid inclusion listing, and a plurality of columns, each of the plurality of columns corresponding to an enhancement option;</u>

<u>providing the enhancement component matrix to a paid inclusion customer;</u>

<u>receiving a first enhancement selection from the paid inclusion customer, wherein the first enhancement selection includes a selection of at least one</u>

enhancement option to be applied to a paid inclusion listing upon rendering the paid inclusion listing for display on a user's display device;

receiving a plurality of search queries from a plurality of users;

generating a plurality of search results in response to receiving the plurality of search queries, wherein the plurality of search results includes a first paid inclusion listing and a second paid inclusion listing, wherein the first paid inclusion listing is identical to the second paid inclusion listing ~~parallel listings~~ ~~including at least one paid inclusion listing~~;

enhancing the first paid inclusion listing with the enhancement selection ~~at~~ ~~least a first subset of the plurality of listings, the first subset including the at least~~ ~~one paid inclusion listing, with at least a first paid inclusion customer selected~~ ~~enhancement~~;

enhancing the second paid inclusion listing with a second enhancement selection, wherein the second enhancement selection is generated by the service provider ~~at least a second subset of the plurality of listings, the second subset~~ ~~including the at least one paid inclusion listing, with at least a second~~ ~~enhancement~~, the second ~~paid inclusion customer selected~~ enhancement selection being different from the first ~~paid inclusion customer selected~~ enhancement selection such that the ~~modified~~ second paid inclusion listing has a different appearance when displayed on a user's display device than the first paid inclusion listing when displayed on a user's display device ~~is different as represented in the~~ ~~first subset from the modified paid inclusion listing as represented in the second~~ ~~subset~~; and

providing the plurality of search results to the plurality of users;

monitoring each user's behavior with respect to the corresponding search

results to develop user historical data; and

reporting ~~at least one of performance,~~ data and inferences associated with

the user historical data, ~~or end user behavior with respect to the first and second~~

~~subsets of the plurality of listings to respective paid inclusion customer~~ wherein

the data and inferences are analyzed to optimize listing performance and

revenues.

32.   (Currently Amended) The media ~~method~~ of claim 31, further comprising

optimizing delivery of listings based at least in part upon at least one of the following: a user

point of entry comprising a web-based entry and a user-application entry, time of day, or display

device.

33.   (Canceled)